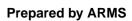




		Counties: Mobile, AL
20,02	2000 Total Population	399,843
	2000 Group Quarters	8,068
	2008 Total Population	411,365
	2013 Total Population	421,452
	2008 - 2013 Annual Rate	0.49%
00	2000 Households	150,179
	2000 Average Household Size	2.61
TIIT	2008 Households	154,863
	2008 Average Household Size	2.61
	2013 Households	159,230
	2013 Average Household Size	2.6
	2008 - 2013 Annual Rate 2000 Families	0.56%
	2000 Average Family Size	106,745 3.13
	2008 Families	108,797
	2008 Average Family Size	3.17
	2013 Families	110,723
	2013 Average Family Size	3.19
	2008 - 2013 Annual Rate	0.35%
	2000 2010/tillidai Nato	0.5070
	2000 Housing Units	165,101
	Owner Occupied Housing Units	62.6%
	Renter Occupied Housing Units	28.3%
	Vacant Housing Units	9.0%
	2008 Housing Units	176,014
	Owner Occupied Housing Units	60.6%
	Renter Occupied Housing Units	27.4%
	Vacant Housing Units	12.0%
	2013 Housing Units	184,007
	Owner Occupied Housing Units	58.9%
	Renter Occupied Housing Units	27.7%
	Vacant Housing Units	13.5%
	Median Household Income	
	2000	\$33,712
	2008	\$39,629
	2013	\$43,502
	Median Home Value	
	2000	\$76,552
	2008	\$111,622
	2013	\$114,733
	Per Capita Income	
	2000	\$17,178
	2008	\$19,198
	2013	\$20,952
	Median Age	
	2000	34.4
	2008	35.9
	2013	36.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

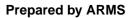




	Counties. Mobile, AL
2000 Households by Income	
Household Income Base	150,255
< \$15,000	23.3%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	7.6%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	1.0%
\$200,000+	1.4%
Average Household Income	\$45,263
2008 Households by Income	
Household Income Base	154,863
< \$15,000	19.8%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	1.3%
\$200,000+	1.6%
Average Household Income	\$50,395
-	400,000
2013 Households by Income Household Income Base	159,230
< \$15,000 \$15,000 \$24,000	17.4%
\$15,000 - \$24,999 \$35,000 - \$24,000	13.2%
\$25,000 - \$34,999 \$35,000 - \$40,000	11.0%
\$35,000 - \$49,999 \$50,000 - \$74,000	15.1%
\$50,000 - \$74,999 \$75,000 - \$00,000	22.3%
\$75,000 - \$99,999 ********************************	10.7%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.4%
\$200,000+	1.7%
Average Household Income	\$54,796
2000 Owner Occupied HUs by Value	
Total	103,402
<\$50,000	24.3%
\$50,000 - 99,999	46.0%
\$100,000 - 149,999	16.0%
\$150,000 - 199,999	6.9%
\$200,000 - \$299,999	3.9%
\$300,000 - 499,999	1.8%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$97,858
2000 Specified Renter Occupied HUs by Contract Rent	
Total	46,437
With Cash Rent	92.5%
No Cash Rent	7.5%
Median Rent	\$370
Average Rent	\$364
-	·

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



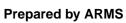




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	Counties: Mobile, AL
2000 Population by Age	
Total	399,843
0 - 4	7.3%
5 - 9	7.8%
10 - 14	7.7%
15 - 19	7.6%
20 - 24	7.0%
25 - 34	13.3%
35 - 44	15.3%
45 - 54	13.1%
55 - 64	8.7%
65 - 74	6.5%
75 - 84	4.1%
85+	1.3%
18+	72.5%
	12.070
2008 Population by Age	
Total	411,365
0 - 4	7.4%
5 - 9	7.0%
10 - 14	7.0%
15 - 19	7.1%
20 - 24	6.8%
25 - 34	13.5%
35 - 44	13.3%
45 - 54	14.4%
55 - 64	11.1%
65 - 74	6.5%
75 - 84	4.2%
85+	1.7%
18+	74.4%
2013 Population by Age	404.450
Total	421,452
0 - 4	7.4%
5 - 9	6.9%
10 - 14	6.8%
15 - 19	6.9%
20 - 24	6.8%
25 - 34	12.9%
35 - 44	12.7%
45 - 54	14.1%
55 - 64	12.5%
65 - 74	7.0%
75 - 84	4.0%
85+	1.9%
18+	74.8%
2000 Population by Sex	
Males	47.8%
Females	52.2%
2008 Population by Sex	02.270
Males	47.9%
Females	52.1%
2013 Population by Sex	JZ.170
Males	48.0%
Females	52.0%







		Counties: Mobile, AL
10 B	2000 Population by Race/Ethnicity	
	Total	399,843
	White Alone	63.1%
	Black Alone	33.4%
	American Indian Alone	0.7%
	Asian or Pacific Islander Alone	1.4%
	Some Other Race Alone	0.4%
	Two or More Races	1.0%
	Hispanic Origin	1.2%
	Diversity Index	50.3
	2008 Population by Race/Ethnicity	
	Total	411,365
	White Alone	59.6%
	Black Alone	36.1%
	American Indian Alone	0.7%
	Asian or Pacific Islander Alone	1.9%
	Some Other Race Alone	0.5%
	Two or More Races	1.2%
	Hispanic Origin	1.6%
	Diversity Index	52.9
	2013 Population by Race/Ethnicity	
	Total	421,452
	White Alone	59.6%
	Black Alone	36.1%
	American Indian Alone	0.7%
	Asian or Pacific Islander Alone	1.9%
	Some Other Race Alone	0.5%
	Two or More Races	1.2%
	Hispanic Origin	1.6%
	Diversity Index	52.9
	2000 Population 3+ by School Enrollment	204 004
	Total (Dayley of State)	381,801
/\	Enrolled in Nursery/Preschool	1.9%
	Enrolled in Kindergarten	1.7%
	Enrolled in Grade 1-8	13.6%
	Enrolled in Grade 9-12	6.1%
	Enrolled in College	4.7%
	Enrolled in Grad/Prof School	0.7%
	Not Enrolled in School	71.1%
	2008 Population 25+ by Educational Attainment	
	Total	265,965
	Less than 9th Grade	5.3%
	9th - 12th Grade, No Diploma	13.8%
	High School Graduate	33.3%
	Some College, No Degree	20.4%
	Associate Degree	6.6%
	Bachelor's Degree	13.3%

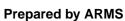
Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

Graduate/Professional Degree

7.3%







©2008 ESRI

Counties: Mobile, AL

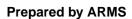
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(Ö)	2008 Population 15+ by Marital Status	
) 1	Total	323,433
	Never Married	27.9%
	Married	53.2%
	Widowed	7.1%
	Divorced	11.8%
lifin	2000 Population 16+ by Employment Status	
	Total	301,859
,	In Labor Force	59.4%
	Civilian Employed	54.5%
	Civilian Unemployed	4.5%
	In Armed Forces	0.4%
	Not in Labor Force	40.6%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	91.4%
	Civilian Unemployed	8.6%
	Givinali Gilompioyed	0.070
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	92.1%
	Civilian Unemployed	7.9%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	161,296
	Own Children < 6 Only	8.0%
	Employed/in Armed Forces	4.4%
	Unemployed	0.7%
	Not in Labor Force	2.9%
	Own Children < 6 and 6-17 Only	6.5%
	Employed/in Armed Forces	3.4%
	Unemployed	0.5%
	Not in Labor Force	2.6%
	Own Children 6-17 Only	18.5%
	Employed/in Armed Forces	11.9%
	Unemployed	0.9%
	Not in Labor Force	5.8%
	No Own Children < 18	66.9%
	Employed/in Armed Forces	28.5%
	Unemployed	2.3%
	Not in Labor Force	36.1%







		Counties: Mobile, AL
200	8 Employed Population 16+ by Industry	
То		169,645
1	Agriculture/Mining	1.0%
_	Construction	8.4%
	Manufacturing	11.5%
	Wholesale Trade	4.0%
	Retail Trade	12.5%
	Transportation/Utilities	5.3%
	Information	1.3%
	Finance/Insurance/Real Estate	5.7%
	Services	46.3%
	Public Administration	4.0%
200		1.070
To	8 Employed Population 16+ by Occupation	160.645
	White Collar	169,645 55.9%
	Management/Business/Financial	10.2%
	Professional	20.5%
	Sales	13.2%
	Administrative Support	11.9%
	Services	17.4%
	Blue Collar	26.7%
	Farming/Forestry/Fishing	0.4%
	Construction/Extraction	7.5%
	Installation/Maintenance/Repair	5.2%
	Production	7.0%
	Transportation/Material Moving	6.7%
200	0 Workers 16+ by Means of Transportation to Work	
Tota	al	162,389
_ D	rove Alone - Car, Truck, or Van	82.7%
С	arpooled - Car, Truck, or Van	12.5%
Р	ublic Transportation	0.8%
	/alked	1.3%
С	ther Means	0.9%
V	orked at Home	1.8%
200	0 Workers 16+ by Travel Time to Work	
Tota	-	162,389
	id Not Work at Home	98.2%
	Less than 5 minutes	2.4%
	5 to 9 minutes	8.3%
	10 to 19 minutes	32.0%
	20 to 24 minutes	16.5%
	25 to 34 minutes	22.6%
	35 to 44 minutes	4.7%
	45 to 59 minutes	6.3%
	60 to 89 minutes	3.0%
	90 or more minutes	2.4%
	/orked at Home	1.8%
	erage Travel Time to Work (in min)	25.2
	0 Households by Vehicles Available	
Tota		150,179
N	one	8.9%
1		35.3%
2		38.5%
3		12.8%
4		3.4%
5		1.1%
Ave	rage Number of Vehicles Available	1.7





		Counties: Mobile, AL
0_0	2000 Households by Type	
	Total	150,179
41 , }	Family Households	71.1%
	Married-couple Family	49.5%
	With Related Children	24.0%
	Other Family (No Spouse)	21.6%
	With Related Children	14.7%
	Nonfamily Households	28.9%
	Householder Living Alone	24.8%
	Householder Not Living Alone	4.1%
	Households with Related Children	38.7%
	Households with Persons 65+	23.2%
	2000 Households by Size	
	Total	150,179
	1 Person Household	24.8%
	2 Person Household	31.5%
	3 Person Household	18.7%
	4 Person Household	14.6%
	5 Person Household	6.7%
	6 Person Household	2.4%
	7+ Person Household	1.4%
	2000 Households by Year Householder Moved In	
	Total	150,179
	Moved in 1999 to March 2000	19.6%
	Moved in 1995 to 1998	27.2%
	Moved in 1990 to 1994	15.9%
	Moved in 1980 to 1989	14.5%
	Moved in 1970 to 1979	11.8%
	Moved in 1969 or Earlier	11.1%
	Median Year Householder Moved In	1994
	2000 Housing Units by Units in Structure	
	Total	165,101
	1, Detached	71.0%
	1, Attached	1.9%
	2	2.4%
	3 or 4	3.9%
	5 to 9	4.3%
	10 to 19	2.3%
	20+	4.7%
	Mobile Home	9.3%
	Other	0.1%
	2000 Housing Units by Year Structure Built	
	Total	165,101
	1999 to March 2000	2.3%
	1995 to 1998	6.9%
	1990 to 1994	6.9%
	1980 to 1989	15.1%
	1070 / 1070	00.00/

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

1970 to 1979

1969 or Earlier

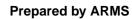
Median Year Structure Built

23.6%

45.2%

1972







Top 3 Tapestry Segments

Midland Crowd
 Southern Satellites
 Modest Income Homes

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

business revenue. Apparel & Services: Total \$ \$240,757,323 Average Spent \$1,554.65 Spending Potential Index 58 Computers & Accessories: Total \$ \$24.673.215 Average Spent \$159.32 Spending Potential Index 67 Education: Total \$ \$138,495,240 Average Spent \$894.31 Spending Potential Index 65 Entertainment/Recreation: Total \$ \$401,124,867 Average Spent \$2,590.19 Spending Potential Index 70 Food at Home: Total \$ \$531,121,816 Average Spent \$3,429.62 Spending Potential Index Food Away from Home: Total \$ \$369,005,600 Average Spent \$2,382.79 Spending Potential Index Health Care: Total \$ \$465.373.710 Average Spent \$3,005.07 Spending Potential Index HH Furnishings & Equipment: Total \$ \$226,490,927 Average Spent \$1,462.52 Spending Potential Index Investments: Total \$ \$99,826,946 Average Spent \$644.61 Spending Potential Index Retail Goods: Total \$ \$2,867,936,198 Average Spent \$18,519.18 Spending Potential Index \$1,576,796,801 Shelter: Total \$ Average Spent \$10,181.88 Spending Potential Index TV/Video/Sound Equipment: Total \$ \$155,468,105 Average Spent \$1,003.91 Spending Potential Index Travel: Total \$ \$189,796,689 Average Spent \$1,225.58 Spending Potential Index Vehicle Maintenance & Repairs: Total \$ \$105,988,398

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

Average Spent

Spending Potential Index

\$684.40

69